

Message Text

UNCLASSIFIED

PAGE 01 MUNICH 02090 031912Z

47

ACTION EB-05

INFO OCT-01 EUR-06 ISO-00 /012 W
----- 016657

P R 031340Z DEC 73
FM AMCONSUL MUNICH
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4743
AMEMBASSY BONN

UNCLAS MUNICH 2090

USDOC

COMMERCE FOR BIC/OIM/CLARK

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: SYSTEMS 73 A END OF SHOW CABLE REPORT

1) SYSTEMS 73. 2) MUNICH, WEST GERMANY, NOV 27-30, 1973. 3) 60 EXHIBITORS REPRESENTING 69 PARTICIPANTS. 4) DOLS 2,117,295 OFF THE FLOOR. DOLS 145,994,000 TWELVE MONTH PROJECTION. 5A) DOLS 21,506,000 NTE/NTM TWELVE MONTHS PROJECTION. 5B) DOLS 124,488,000 OTM TWELVE MONTHS PROJECTION. 6) 16 EXHIBITORS SEEKING EXREPS. 7) 7 EXREPS APPOINTED. 8) 81 EXREPS UNDER NEGOTIATION. 9) 9000 TRADE VISITORS. 10) STORAGE TECHNOLOGY CORPORATION REPORTED 12 MONTH PROJECTION FOR SALES OF COMPLETE SYSTEMS INCLUDING INTERFACING ENGINEERING TOTALLING DOLS 30,00.000. GENERAL AUTOMATION, INC. REPORTED 12 MONTHS PROJECTION FOR MINI-COMPUTER SALES TOTALLING DOLS 17,000.000. DATA PRODUCTS CORPORATION REPORTED 12 MONTHS PROJECTION FOR LINE PRINTERS AND MEMORY STORAGES TOTALLING DOLS 15,000.000. CONTINENTAL INFORMATION SYSTEMS CORPPORATION, NEW TO MARKET, REPORTED 12 MONTHS PROJECTION FOR SOFTWARE AND LEASING TOTALLING DOLS 6,000.000. PRIME COMPUTER, INC. NEW TO MARKET REPORTED 12 MONTHS PROJECTION FOR A LINE OF MICRO-PROGRAMMED COMPUTERS TOTALLING DOLS 4,000.000. ADVANCED MEMORY SYSTEMS INC. REPORTED 12 MONTHS PROJECTION FOR ADD-ON MEMORY UNITS TOTALLING DOLS 3,000.000.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MUNICH 02090 031912Z

11) RANDOM COMMENTS MADE BY SIGNATORIES OF PARTICIPANTS REPORTS:

ACTION COMMUNICATIONS-OUR FIRST VENTURE OUTSIDE THE U.S.
EXCELLENT REACTION TO OUR PRODUCT, WELL PLEASED WITH
PROFESSIONAL MANNER IN WHICH SHOW WAS DONE. CONTACTED BULGARIA,
USSR, ROMANIA. ADVANCED MEMORY SYSTEMS- EXCELLENT SHOW. ALPHA DATA,
INC. - EXCELLENT U.S. STAFF WORK. AMPEX CORPORATION- VERY WELL
PREPARED SHOW. VISITORS WERE MAINLY TECHNICAL WHICH IS EFFECTIVE
SHOW-TIME. ANN ARBOR TERMINALS - EXCELLENT SHOW MANAGEMENT.
MADE CONTACT WITH USSR AND YUGOSLAVIA. APPLICON- WELL ORGANIZED AND
RUN SHOW. AXIOM INTERNATIONAL - THIS IS A GOOD EXHIBITION FOR
SOFTWARE PRODUCTS. THE SUPPORTING ORGANIZATION WAS COMPETENT AND
HELPFUL. BENDIX COMPUTER - THE FACILITIES AND ASSISTANCE PROVIDED
BY THE USDOC MADE MY JOB EASIER AND MORE EFFECTIVE. BROOMALL
INDUSTRIES - EXTREMELY GOOD SHOW AND NO DOUBT AS TO ITS
BENEFITS. CALCOMP. INC. - WE HAD MANY HIGHLY QUALIFIED CONTACTS.
CAMBRIDGE MEMORIES - GOOD SHOW, WOULD LIKE TO PARTICIPATE IN
OTHER EXHIBITIONS.

CENTRONICS DATA - GOOD SALES LEADS AND NEW OEM
CUSTOMERS GAINED, WANT LARGER STAND NEXT SHOW. EAST EUROPE
EXCELLENT. COMPUTER ENTRY - ASSISTANCE BOTH PRIOR TO AND DURING
SHOW BY COMMERCE REPRESENTATIVES WAS EXCEPTIONAL IN EVERY REGARD.
DATA PATHING, INC - COMMERCE DID AN EXCELLENT JOB. DATA, PRINTER
CORP - EXCELLENT PRODUCTION, WANT LARGE STAND NEXT TIME. EAST
EUROPE GOOD. DATA PRODUCTS - MORE NEW BUSINESS CONTACTS THAN
EXPECTED. DATARAM - EXCELLENT EXHIBITION, GOOD SERVICE.
DATUM - ORGANIZATION WAS EXCELLENT, FIRST AMERICAN EXHIBITION,
WAS VERY IMPRESSED.

DECISION DATA - BOOTH ARRANGEMENTS AND STAFF COOPERATION WAS
OUTSTANDING. DIABLO SYSTEMS - OUTSTANDING EXPOSURE - I WILL NEVER
HAVE TIME TO FOLLOW THE LEADS. ELECTRONIC ASSOCIATES - WE ARE
VERY SATISFIED WITH ORGANIZATION AND ASSISTANCE FOR AND DURING THE
EXHIBITION AND ARE INTERESTED IN PARTICIPATING IN THE NEXT
EXHIBITION. ELECTRONIC MEMORIES AND MAGNETICS - ALL I CAN
SAY ABOUT SYSTEMS 73 AS A WHOLE WAS EXCELLENT. GENERAL ELECTRIC
CO. - EXCELLENT SHOW PREPARATION BY U.S. COMMERCE TEAM,
FINE LAYOUT AND FACILITIES. GOULD, INC. - THE US COMMERCE
SUPPORT WAS EXCELLENT. INTERNATIONAL MEMORY SYSTEMS - TOP
NOTCH SUPPORT FROM USDOC, ALSO ATTENDANCE FROM MOST EUROPEAN
COUNTRIES WAS APPRECIATED. ALMOST AS MANY UK PROSPECTS AS IN
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MUNICH 02090 031912Z

LONDON DATAMATION SHOW. NATIONAL EQUIPMENT RENTAL - WE WISH
TO EXPRESS OUR SINCEREST THANKS TO THE MARKETING STAFF FOR THE
EXCELLENT COOPERATION EXTENDED TO US DURING THIS FAIR. PRIME
COMPUTER - VERY HIGH QUALITY NEW BUSINESS LEADS. EXCELLENT
CHANCE TO CLOSE ORDER ON 20 COMPUTERS AS A RESULT OF SHOW.
MAJORITY OF NEW BUSINESS PROSPECTS WERE FROM OUTSIDE GERMANY.
RANDOMEX- HANDLED PROFESSIONALLY THROUGHOUT, INTERPRETERS WERE
SELECTED CAREFULLY AND PROVED MARVELOUSLY COMPETENT. RAYTHEON

DATA SYSTEMS - PROBABLY ONE OF THE BEST PAVILIONS SET UP BY
COMMERCE IN RECENT YEARS.

TALLY - SHOW WELL ATTENDED, SHOW WILL DEFINITELY CONTRIBUTE
SUBSTANTIALITY TO THE CONTINUING GROWTH OF TALLY WITH SALES IN
GERMANY, SWITZERLAND AND AUSTRIA. TELE-DYNAMICS- AS USUAL, THE
USDOC STAFF DID AN EXCELLENT JOB, AND WE WILL CONTINUE TO PARTICIPATE
IN SUCH USDOC SPONSORED EVENTS. TEXAS INSTRUMENTS - WE HIGHLY
APPRECIATE THE GOOD JOB, EVERYBODY AMONG THE OFFICIALS IN
THE AMERICAN GROUP EXHIBITION HAS DONE INCLUDING SECRETARIAL
SUPPORT STAFF. VECTOR GENERAL - IN OUR OPINION THE BEST COMPUTER
SHOW IN EUROPE.

ATTENDANCE WAS IMPAIRED BY INCLEMENT WEATHER WHICH COMMENCED
WITH SNOW AND RAIN AT SHOW OPENING, INCREASING SNOW UNTIL THIRD
DAY WHEN AIRPORT CLOSED UNTIL MID-AFTERNOON AND AUTOBAHN
ALMOST IMPASSIBLE. THIS GREATLY INHIBITED NON- GERMAN VISITORS
FOR TWO DAYS AND GERMAN GUESTS THROUGHOUT SHOW PERIOD. THERE WERE
DELEGATIONS FROM ALL EASTERN EUROPEAN COUNTRIES, INCLUDING
MINISTERS, WHO HAD BEEN CONTACTED BY KIHLE AND USED HIS
OFFICE AS BASE OF OPERATIONS AND DURING HIS INTRODUCTIONS
TO OUR VISITORS. CONTRACTS INCLUDING TWO TOTALLING DOLS 1,000,000
FOR BULGARIA AND ONE FOR DOLS 500,000 TO BE SIGNED NEXT WEEK IN
SOFIA, AND INITIAL LICENSE AGREEMENTS FOR THREE EXHIBITORS IN
POLAND ROMANIA AND BULGARIA WERE EFFECTED. 28 OUT OF 69 PARTICIPANTS
INDICATED EUROPEAN COUNTRIES AS NEW MARKETS PENETRATED.
ADDITIONAL IDENTIFIED SALES IN EASTERN EUROPE TOTALLED DOLS
700,000 EXCLUDING LICENSE AGREEMENTS. CHARTER FLIGHT FROM
NETHERLANDS INCLUDED 80 BUSINESS MEN, OTHER DELEGATIONS
FROM AUSTRIA, ITALY AND SWITZERLAND. VALDES

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 03 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973MUNICH02090
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: MUNICH
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731249/aaaabkcb.tel
Line Count: 145
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 25 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25-Sep-2001 by thomasv0>; APPROVED <30-Jan-2002 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SYSTEMS 73 A END OF SHOW CABLE REPORT 1) SYSTEMS 73. 2) MUNICH, WEST GERMANY, NOV 27-30
TAGS: BEXP, GE
To: n/a
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005